

TO: D. Jennings
FROM: A. Goldfarb
SUBJECT: ICR Survey

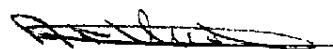
DATE: September 25, 1986

During September an ICR survey question (attached) was fielded in an attempt to quantify the penetration of the RJR permanent promotion display designed for the 'convenience' trade class.

As the issue of how we can most efficiently access this data exists, your assistance as well as that of IS is required. Attached is an example of the reports required and is by no means set in stone. Reports should be generated for total U.S. and each region by total stores as well as total chain and independent breaks. In addition, account specific reports should be produced for the following chains, all of which are national accounts:

- Southland (7-11)
- Circle K
- Cumberland Farms
- Lawsons / Dairy Mart
- Mobil Oil
- Stop & Go
- NCS (National Convenience Stores)
- Munford
- Atlantic Richfield
- Diamond Shamrock
- Casey's
- Total Petroleum
- Convenient Industries of America
- The Pantry
- Crown Oil
- Stop and Go Foods
- Emro Marketing
- Service America

Please let me know the way we will proceed in order to obtain these reports and appropriate timeframes that should exist.



cc: B. O'Brien
R. Rough

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